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ABSTRACT

This brochure describes the mission, approach, and services of the Higher Education Center for Alcohol and Other Drug Prevention. The Center is the nation's primary resource center for assisting higher education institutions in the development, implementation, and evaluation of alcohol and drug violence prevention policies and programs that foster students' academic and social development and promote campus and community safety. The booklet defines the Center's approach, noting such key strategies as promoting alcohol-free social and recreational opportunities, limiting alcohol availability, enforcing campus policy and state and local laws on drinking, and restricting marketing and promotion of alcoholic beverages. The need for both campus-based and statewide and regional initiatives is noted. The brochure also lists services available from the Center, including a two-day interactive professional development workshop; technical assistance that includes information, consultation, and referral services; publications; the Center Web site; and its news list.(CH)

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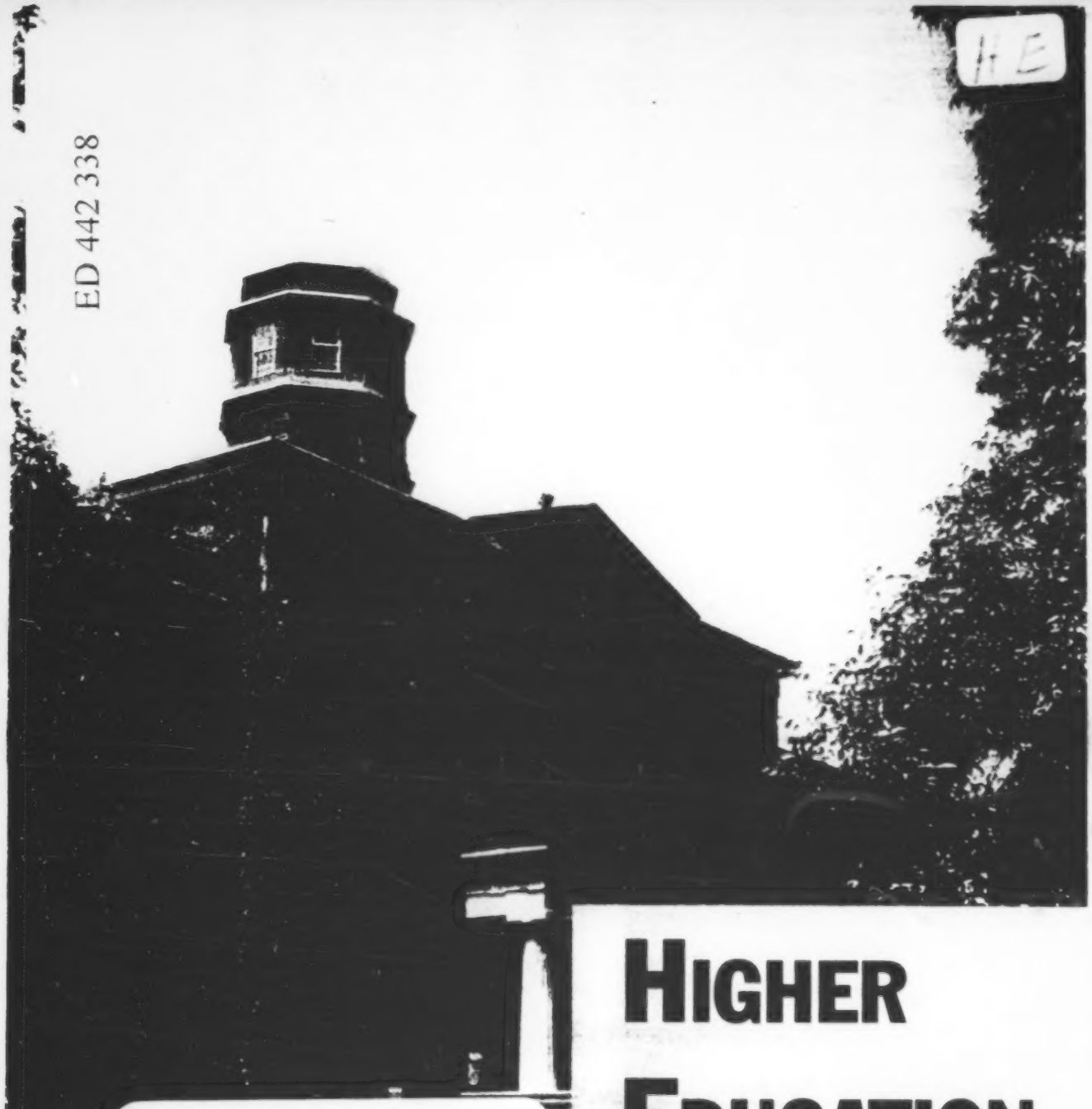

HIGHER EDUCATION CENTER

FOR ALCOHOL AND OTHER DRUG PREVENTION

U.S. DEPARTMENT OF EDUCATION
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Our Mission

The Center is the nation's primary resource center for assisting institutions of higher education in developing. implementing. and evaluating alcohol. other drug. and violence prevention policies and programs that will foster students' academic and social development and promote campus and community safety.

Our Approach

"The environmental management approach has provided some common ground for our interventions and education efforts. This is an approach that makes sense to the participants, regardless of their disciplines or professional backgrounds and experiences."

—Maureen A. Gaffney,
Director, Health and
Counseling Services
Penn State University
Hazleton, Pennsylvania

Student alcohol and other drug (AOD) use is shaped by a variety of influences in the physical, social, economic, and legal environment. To create a healthier environment, the Center promotes a combination of institutional, community, and public policy change.

Key strategies of this environmental approach include

- Promoting alcohol-free social, recreational, and extracurricular options and student participation in public service
- Creating a social, academic, and residential environment that promotes healthy social norms
- Limiting alcohol availability and youth access
- Enforcing campus policy and state and local laws about drinking
- Restricting marketing and promotion of alcoholic beverages

Combined with education and early intervention strategies, environmental management is an essential component of a comprehensive approach to AOD prevention in higher education.

Campus-Based Initiatives

The best alcohol and other drug prevention programs are campuswide efforts that involve as many parts of the college as possible, including students, staff, and faculty. Building coalitions with local community leaders is also key. The Center urges schools to look at *all aspects* of their institution, not just AOD programs and policies, when addressing substance use problems.

Statewide and Regional Initiatives

Broad-based efforts involving college administrators, state officials, and community leaders are an ideal vehicle for advancing environmental approaches to campus AOD prevention.

Since 1996 the Center has helped mobilize or support more than 20 statewide initiatives aimed at reducing AOD use through the work of local campus and community coalitions.

Campus presidents, statewide associations of colleges and universities, and local, state, regional, and national organizations all have important roles to play in launching and supporting these initiatives.

"Training was tailored to where we were in the development of our campus coalition. Ongoing support continues to be very helpful."

—James B. Slager,
Senior Administrative Director
for Health Services
Miami University, Ohio

Our Services

Learning Opportunities

Many of our training events are offered in collaboration with local, regional, and state organizations that have helped form campus and community partnerships.

Moving to Action is a two-day interactive professional development workshop. Offered periodically in different regions of the country, this event provides an opportunity for teams of higher education professionals and community leaders to develop their own program and evaluation plans for a coalition-based environmental approach to prevention.

In addition, the Center offers workshops on specialty topics such as policy development, coalition building, social marketing, and evaluation.

Center publications and follow-up technical assistance are available to help extend the impact of training events once the participants return home and begin to implement their strategic plans.

Technical Assistance

Information, Consultation, and Referral Services

Whether you contact the Center by telephone, fax, or e-mail, you can expect a prompt reply to your questions. Depending on your needs, we may send you written materials, provide telephone or on-site consultation, or refer you to other resources.

We often draw upon the expertise of our Center Associates—a nationwide cadre of higher education professionals trained and supported by the Center to provide assistance to their colleagues across the country.

The objectives of all our technical assistance services are to

- increase skill and build capacity of teams to implement environmental strategies identified in the planning process
- provide support and assistance in overcoming barriers to the implementation of environmental strategies

"The Center's Website is an excellent resource for both publications and articles as well as an opportunity to network with other professionals who are working on reducing alcohol use on college campuses."

—Deborah J. Hollis, Acting Director, Bureau of Substance Abuse Services, State of Michigan Department of Community Health

Publications

The Center publishes a wide range of materials in printed format and electronically through our Website. Our newsletter, *Catalyst*, publicizes events and resources and reports on innovative alcohol, other drug, and violence prevention policies and programs from around the country. Please contact us if you would like to join our mailing list.

www.edc.org/hec/

- Press coverage of alcohol, other drug, and violence issues on campus
- Calendar of events (including Center-sponsored trainings and other regional and national events)
- Links to related Websites, newsgroups, listservs, newsletters, and databases

News List

Sign up for HECNews to receive via e-mail copies of press reports from across the country on alcohol, other drug, and violence issues on campus.

To subscribe to our free service, send an e-mail message to majordomo@mail.edc.org with this text in the body of the message: subscribe HECNews.

Who We Are

The Higher Education Center for Alcohol and Other Drug Prevention offers the combined expertise of

- Staff based at Education Development Center's Health and Human Development Programs, Newton, Massachusetts
- Partners at the Harvard School of Public Health, the University of California at San Diego, and Social & Health Services, Ltd., Rockville, Maryland
- A Review Group of experts to advise on Center activities
- The educators and prevention practitioners who serve as Center Associates

Contact Us!

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